

Figure 1

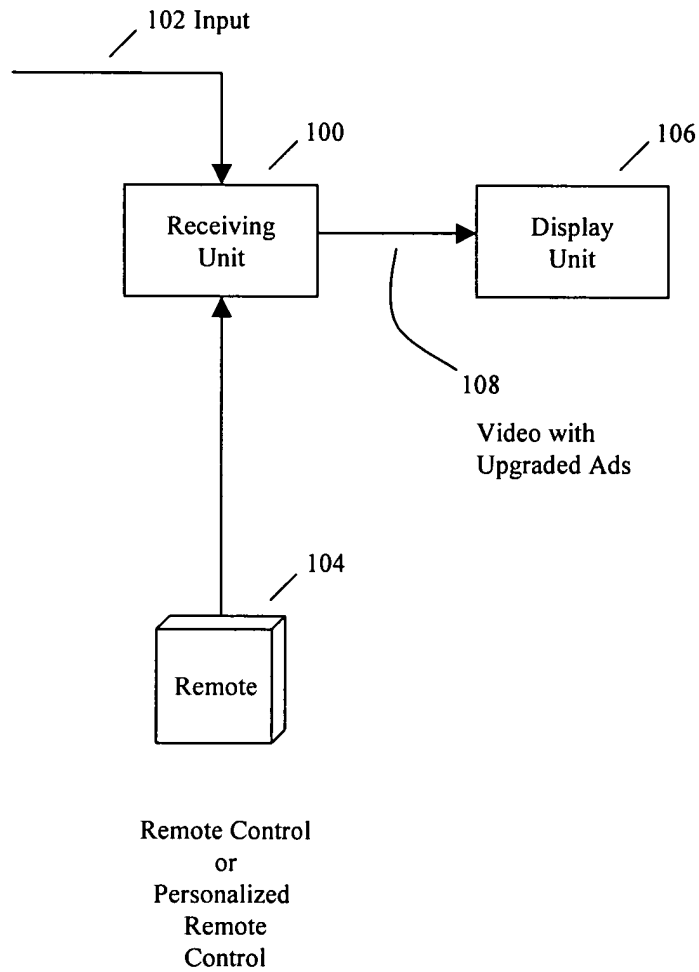


Figure 2

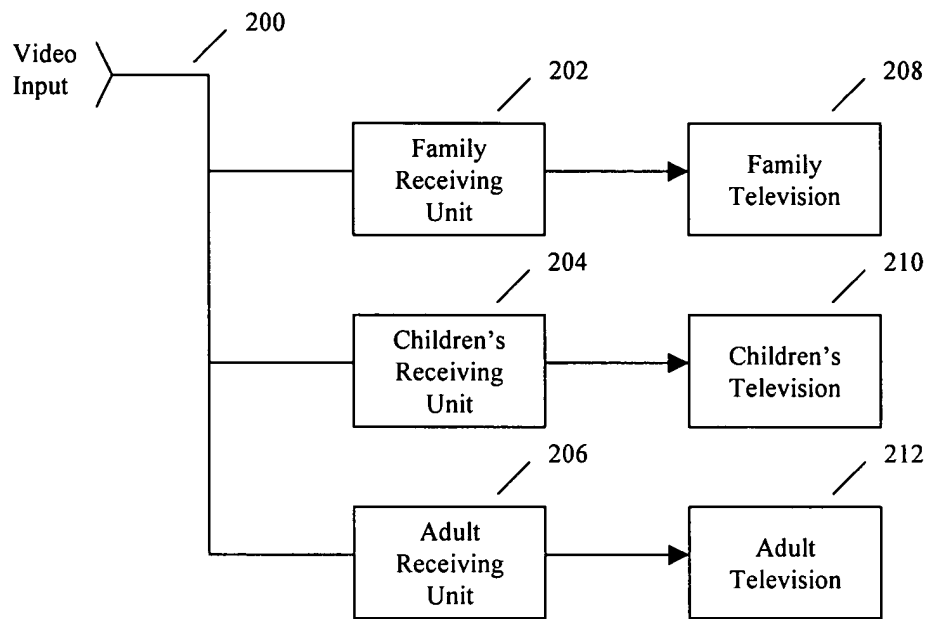


Figure 3

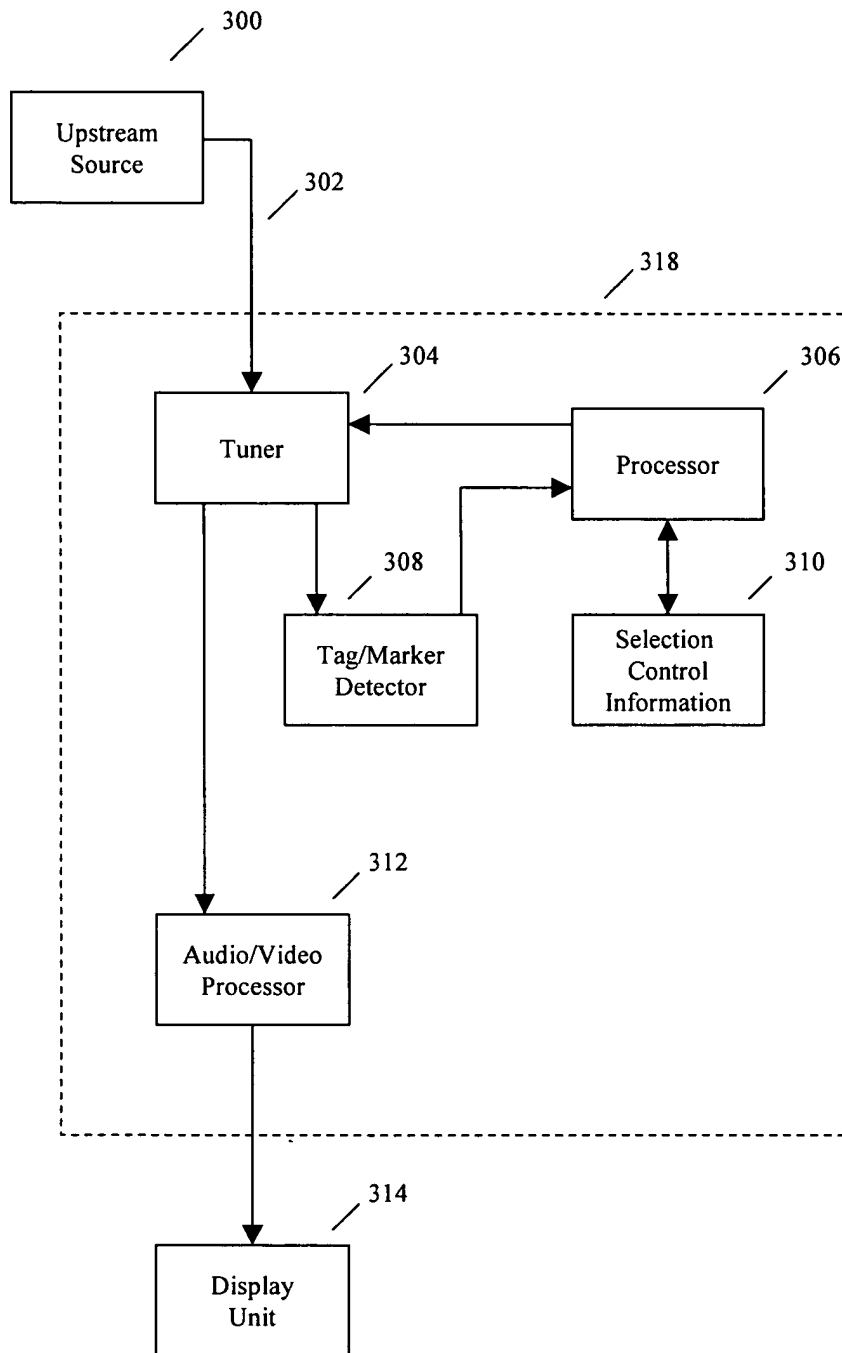


Figure 4

Steps to Implement
Upgraded Advertising
400

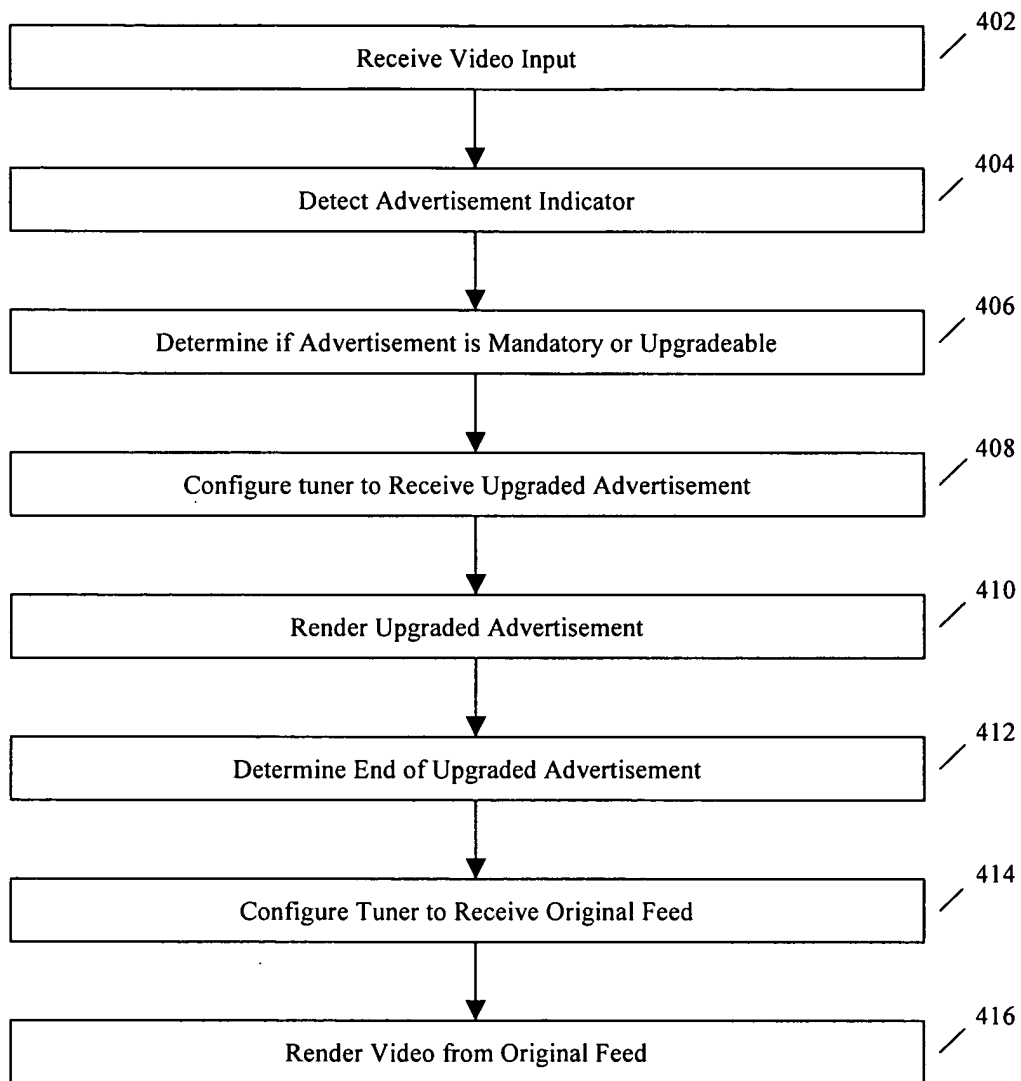


Figure 5

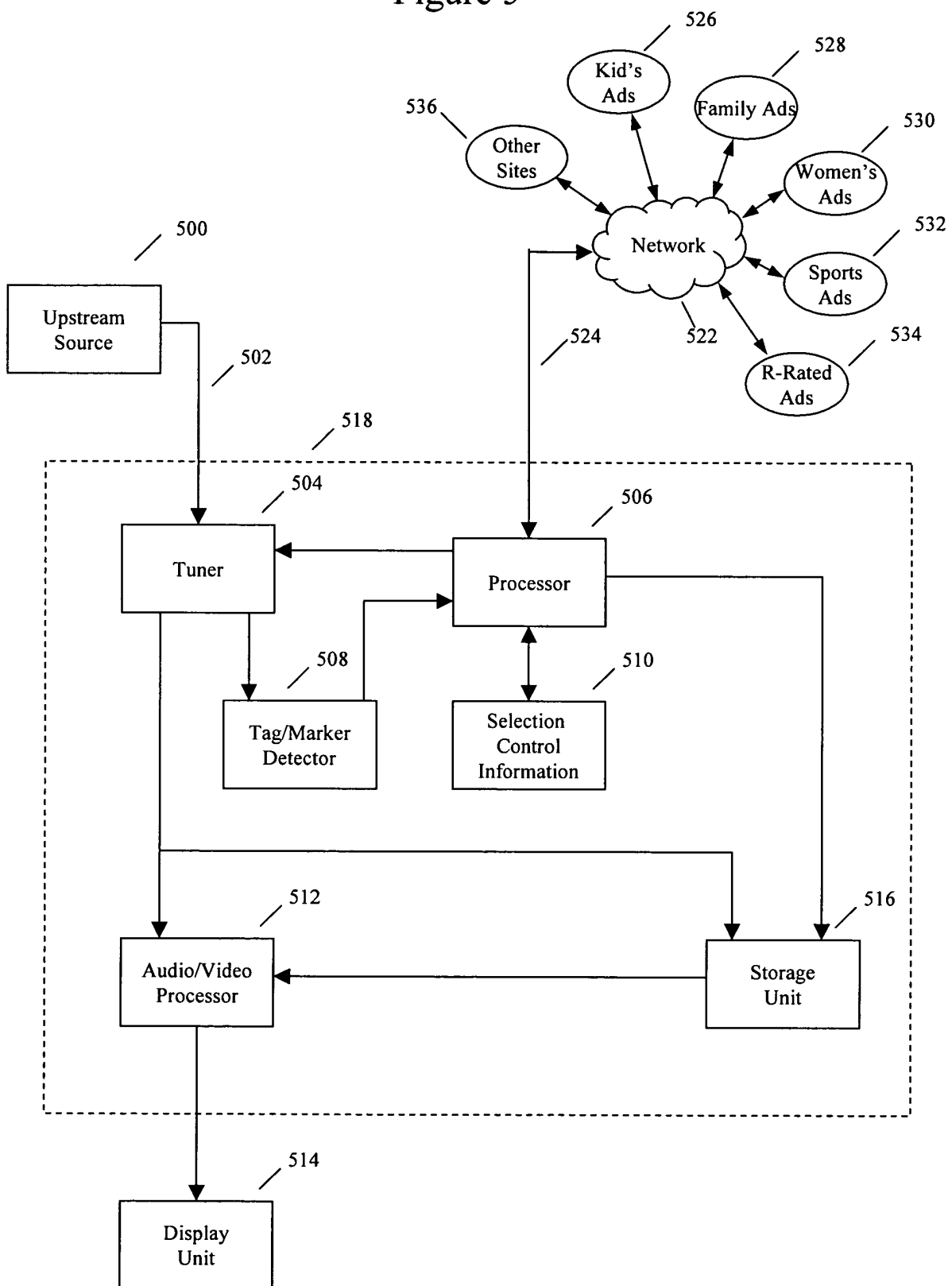


Figure 6

Steps to Implement
Upgraded Advertising
From Locally Stored
Advertisements
600

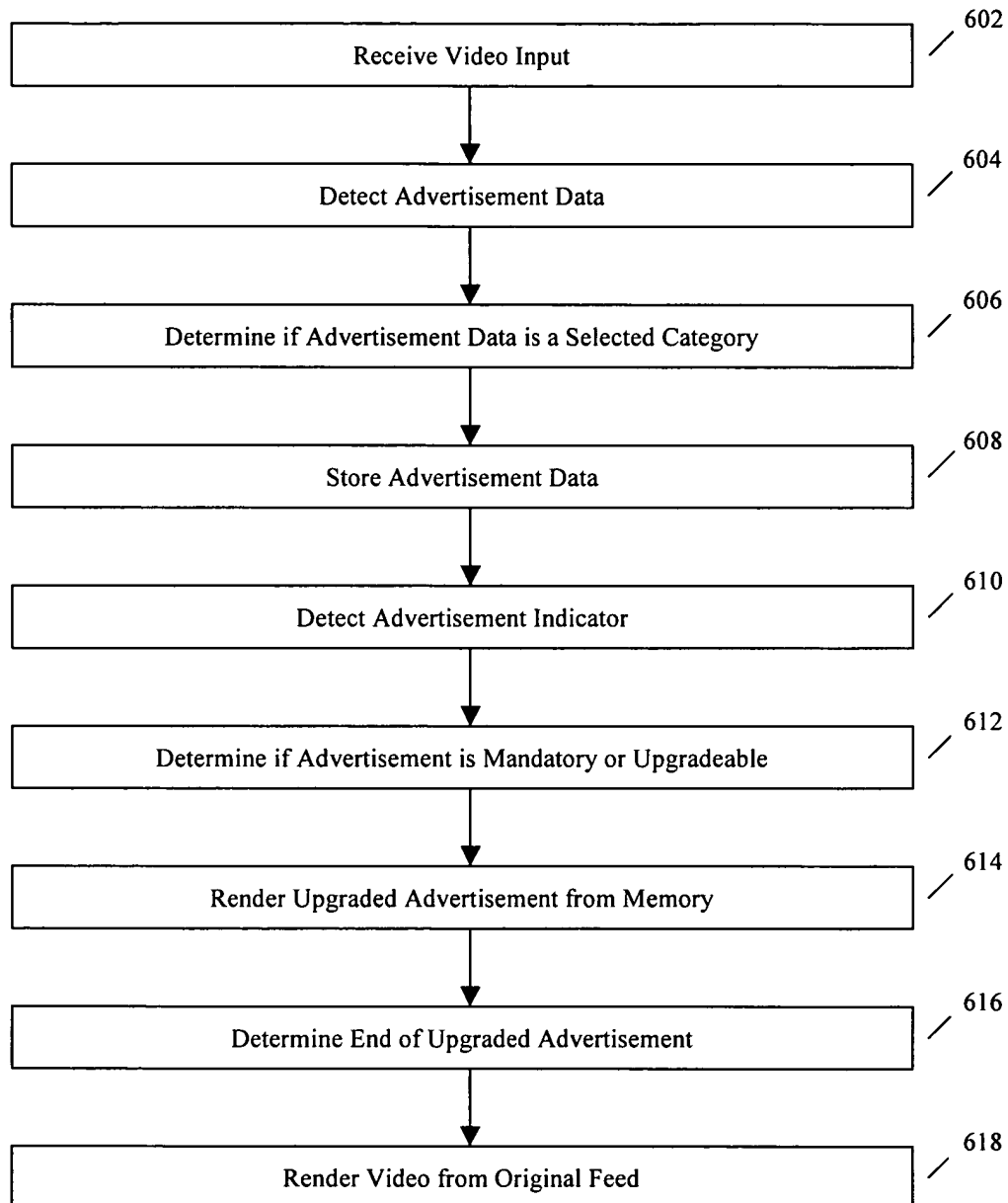


Figure 7

Steps to Implement
Upgraded Advertising
From a Network
Interface
700

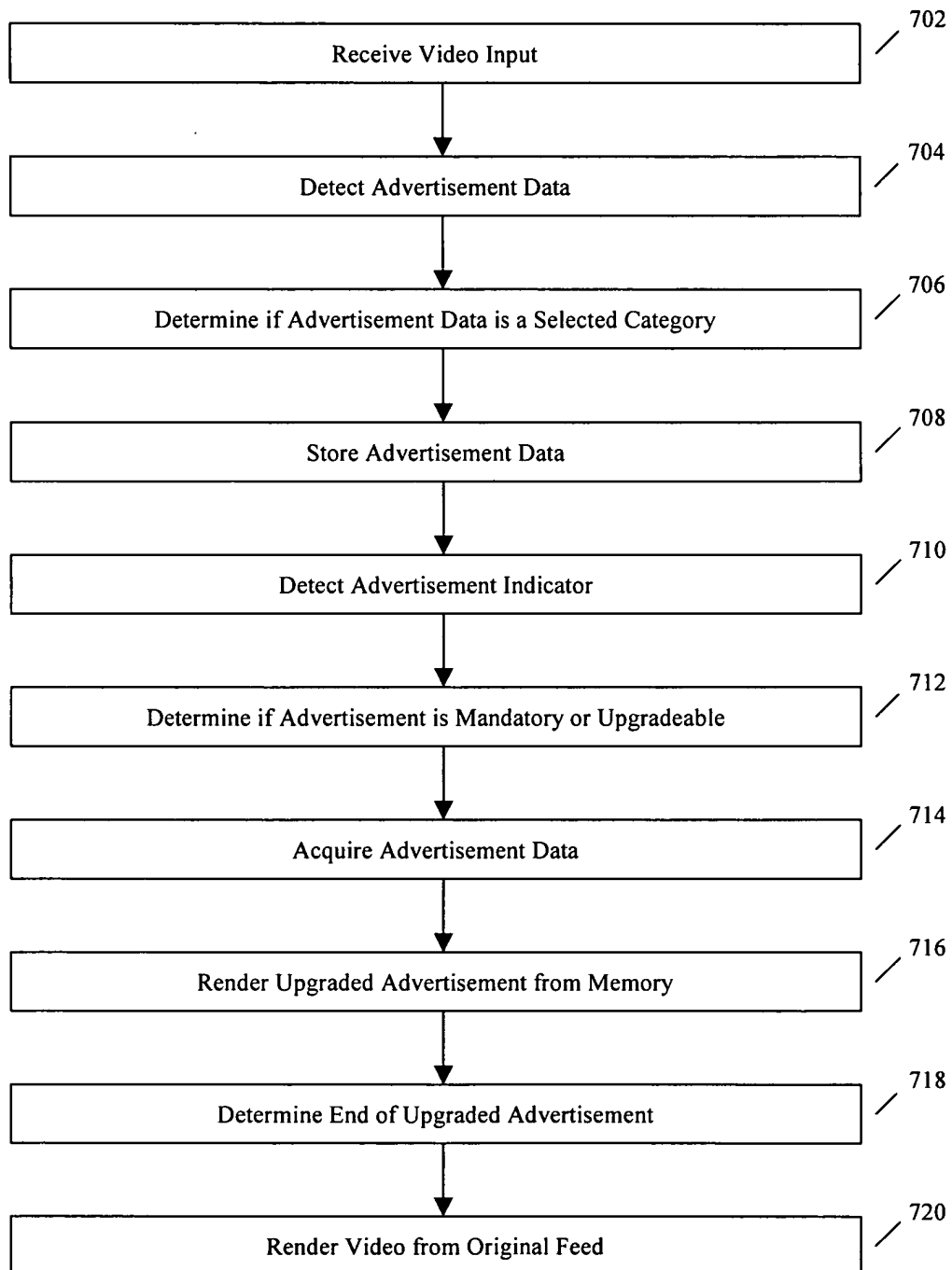


Figure 8

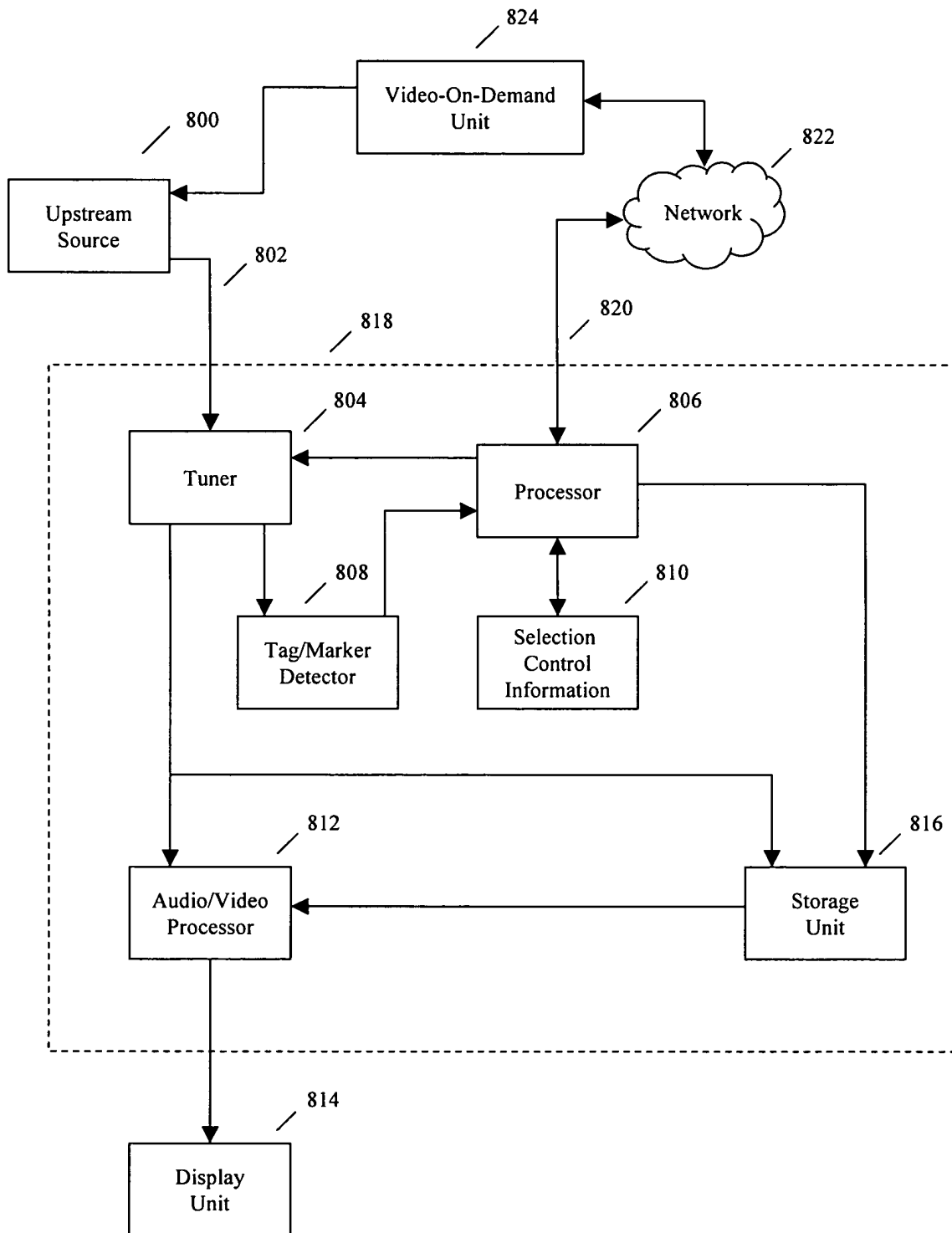


Figure 9

Steps for Stored
Video-on-Demand
Upgraded Advertising
900

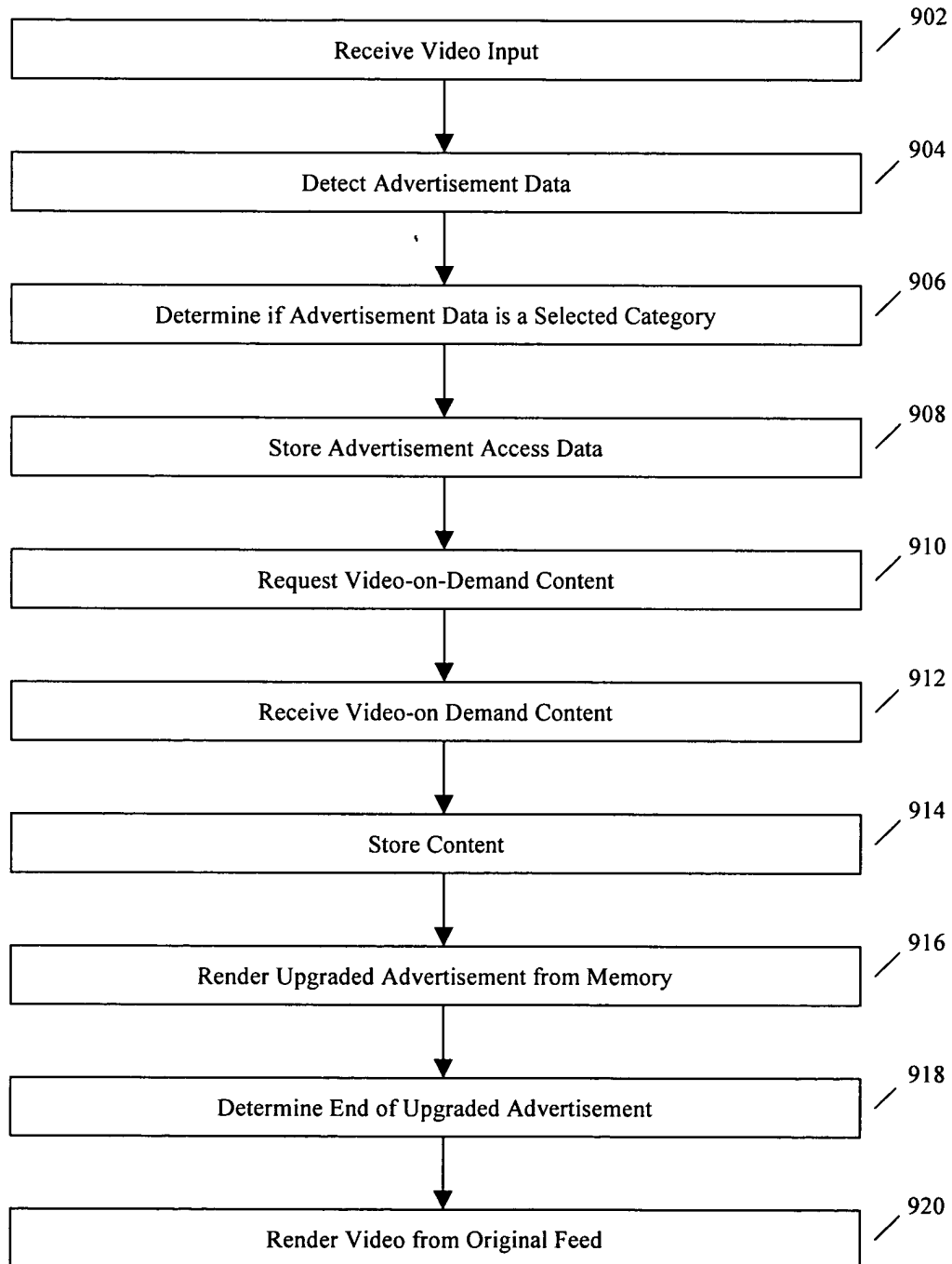


Figure 10

Steps for Real-Time
Video-on-Demand
Upgraded Advertising
1000

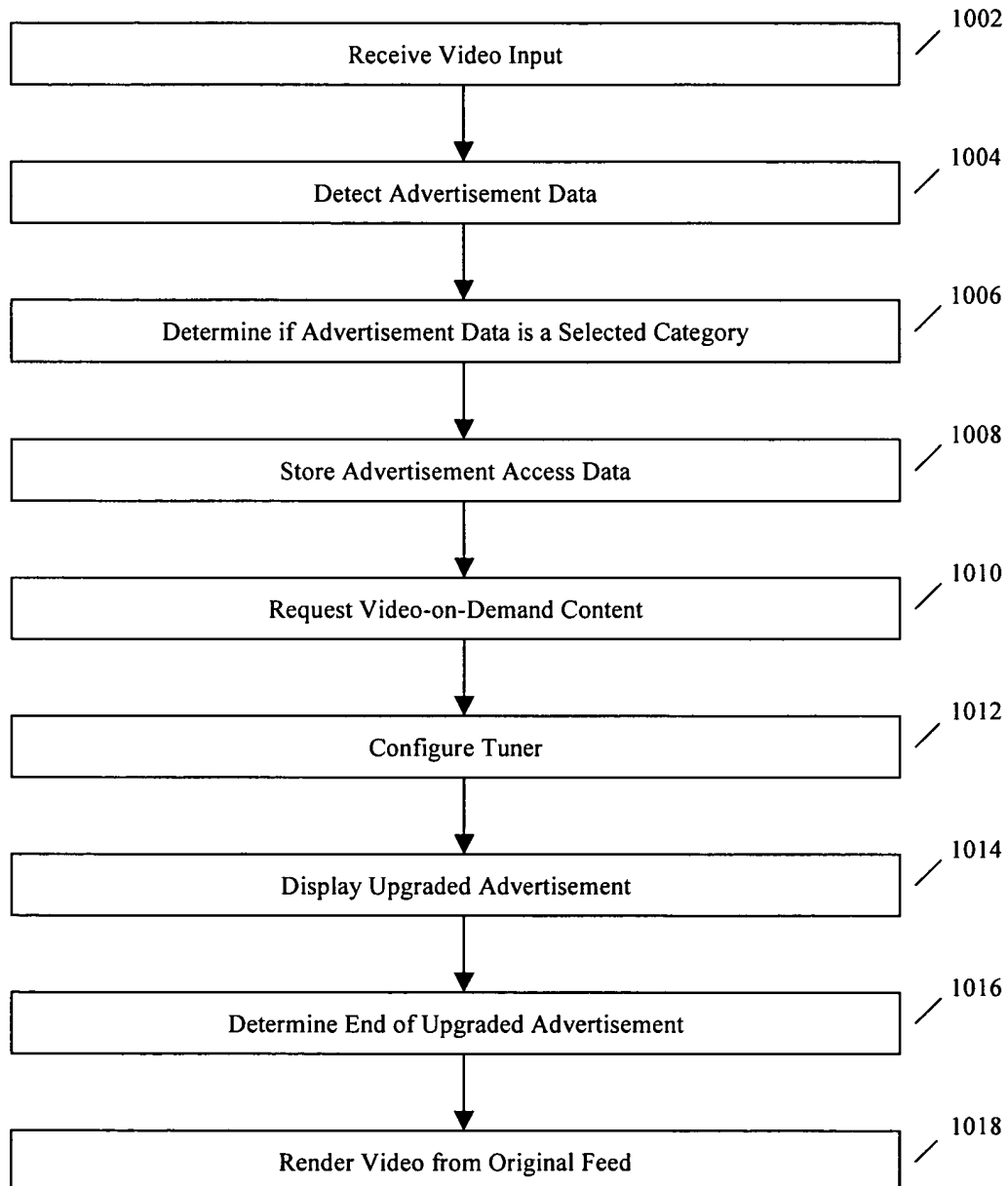


Figure 11

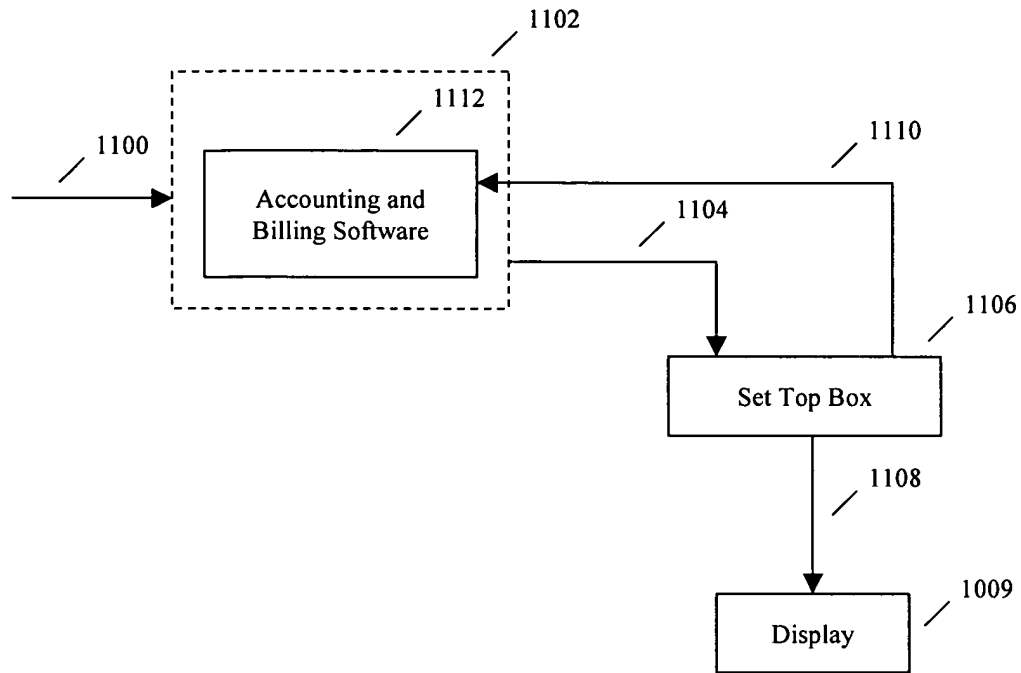


Figure 12

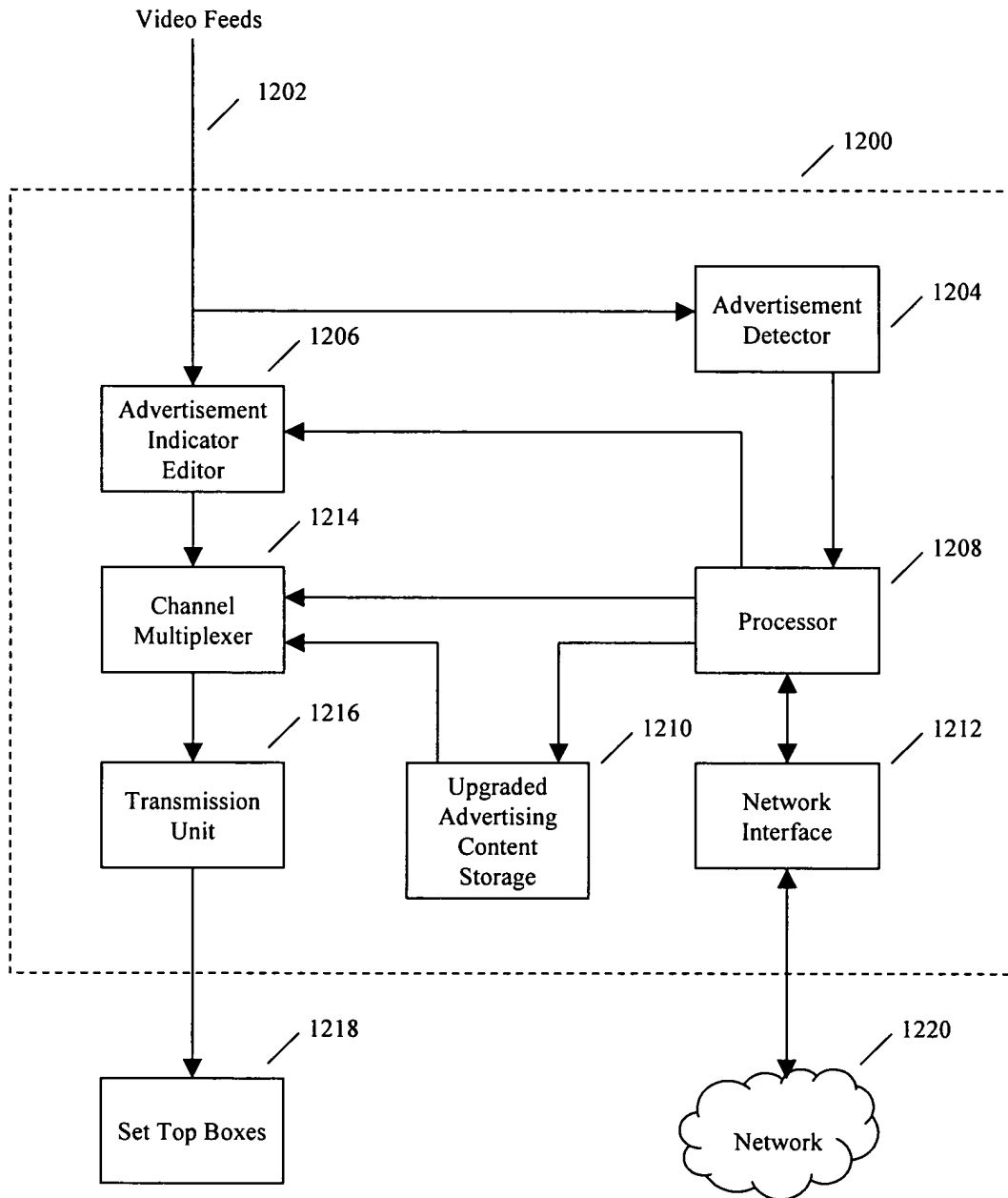


Figure 13

Steps for Creating a
Video Signal for
Upgraded Advertising
1300

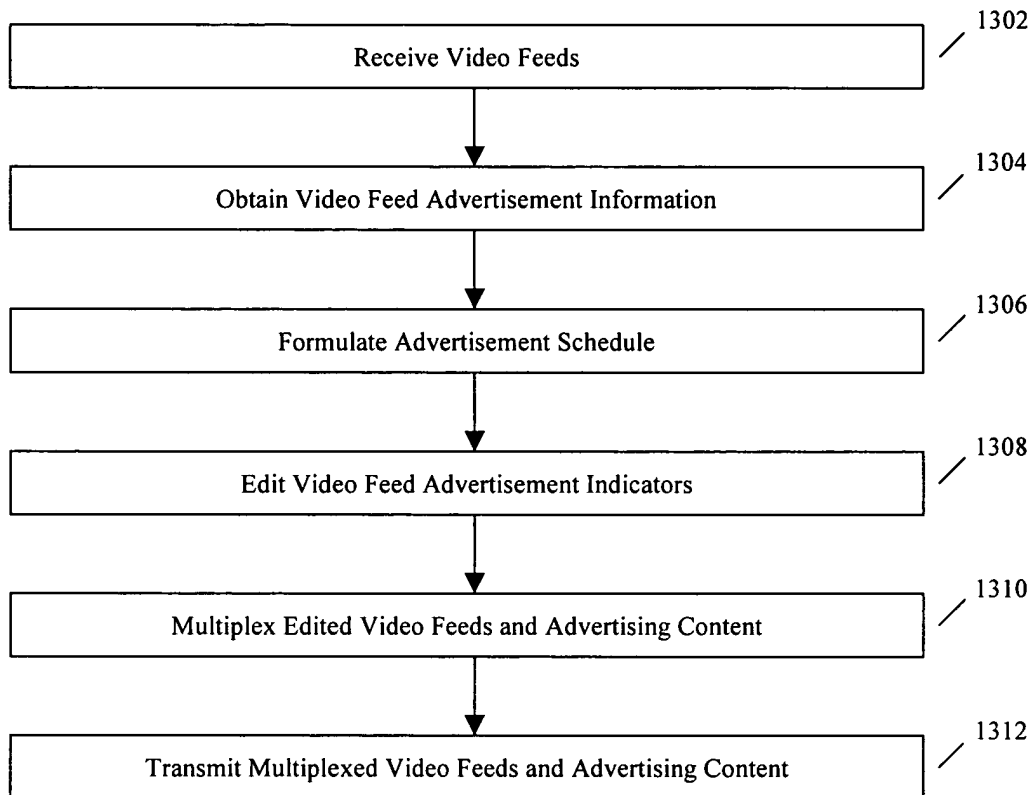


Figure 14

Operational
Overview
1400

